

What Is Claimed Is:

1. An auction system, comprising:
 - a plurality of user terminals; and
 - a server connected to said user terminals through a network
 - 5 and having an auction site formed therein for receiving bids from said user terminals and determining a successful bidder for an auction commodity based on the received bids;
 - 10 said server exhibiting, in said auction site thereof, a delivery charge bearing object commodity which is to be sold by a dealer and with which part or all of a delivery charge for the auction commodity for which a user is determined as a successful bidder is to be borne so that the delivery charge bearing object commodity may be sold in combination with the auction commodity in response to a request from one of said
 - 15 user terminals.
2. An auction system, comprising:
 - a plurality of personal seller terminals and a plurality of participant terminals; and
 - 20 an auction server connected to said personal seller terminals and said participant terminals through a network;
 - 25 said auction server having an auction information reception storage function for receiving and storing auction commodity information from said personal seller terminals, an auction information transmission function for transmitting the auction commodity information to any of said participant terminals in response to a request from the participant terminal,

and an auction function for receiving bidding information from said participant terminals based on the auction commodity information and determining a successful bidder based on the bidding information;

5 said auction server further having a dealer information reception storage function for receiving, from a dealer terminal owned by a predetermined dealer and connected to said auction server through said network, and storing dealer provision information including dealer commodity information which is
10 information regarding a commodity to be sold by said dealer and delivery charge information which is information regarding the charge for delivery to be borne by said dealer in place of the person who purchases the dealer commodity;

15 said auction information transmission function placing and transmitting the dealer provision information into and together with the information to be transmitted to the participant terminal;

20 said auction function receiving purchase desired commodity information corresponding to the dealer provision information transmitted from said participant terminals together with the bidding information.

25 3. An auction system as claimed in claim 2, wherein said auction server further has an information classification function for classifying the auction commodity information from said personal seller terminals based on the auction commodity information and classifying the dealer provision information

including the dealer commodity information from said dealer terminal based on the dealer commodity information, and a link registration function for linking the auction commodity information and the dealer provision information based on the 5 classifications by said information classification function, and said auction information transmission function transmits the auction commodity information and the dealer provision information linked to each other by said link registration function to the participant terminal.

10 4. An auction system as claimed in claim 3, wherein the auction commodity information regarding each auction commodity includes information for specifying a classification of the auction commodity, and the dealer commodity information regarding the dealer commodity included in the dealer provision 15 information includes information for specifying a classification of the dealer commodity.

20 5. An auction system as claimed in claim 3, wherein said auction server further has a delivery information reception storage function for receiving and storing distribution information of a plurality of predetermined distributors from distributor terminals owned by said distributors and connected to said auction server through said network, and said auction 25 information reception storage function transmits, when auction commodity information is received from any of said personal seller terminals, the delivery information to the personal seller terminal and receives first distributor designation

information which designates one of said distributors which
is entrusted with delivery of the auction commodity by the
personal seller while said dealer information reception storage
function transmits, when auction commodity information is
5 received from said dealer terminal, the delivery information
to the personal seller terminal and receives second distributor
designation information which designates one of said
distributors which is entrusted with delivery of the dealer
commodity by the dealer, said information classification
10 function classifying the auction commodity information and the
dealer provision information based on the first distributor
designation information and the second distributor designation
information.

6. An auction system as claimed in claim 2, wherein said
15 auction server further has a delivery information reception
storage function for receiving and storing distribution
information of a predetermined distributor from a distributor
terminal owned by said distributor and connected to said auction
server through said network, and said auction information
20 transmission function places and transmits the delivery
information into and together with the information to be
transmitted to the participant terminal while said auction
function receives distributor designation information based
on the delivery information from the participant terminal.

25 7. An auction system, comprising:
a plurality of personal seller terminals and a plurality

of participant terminals; and

an auction server connected to said personal seller terminals and said participant terminals through a network;

5 said auction server having an auction information reception storage function for receiving and storing auction commodity information from said personal seller terminals, an auction information transmission function for transmitting the auction commodity information to any of said participant terminals in response to a request from the participant terminal, and an auction function for receiving bidding information from said participant terminals based on the auction commodity information and determining a successful bidder based on the bidding information;

10 said auction server further having a dealer information reception storage function for receiving, from a dealer terminal owned by a predetermined dealer and connected to said auction server through said network, and storing dealer provision information including dealer commodity information which is information regarding a commodity to be sold by said dealer and delivery charge information which is information regarding the charge for delivery to be borne by said dealer in place 15 of the person who purchases the dealer commodity;

20 said auction information reception storage function transmitting, when auction commodity information is received from any of said personal seller terminals, the dealer provision information to the personal seller terminal, whereafter said 25

auction information reception storage function issues a request to select one of commodities in the dealer commodity information included in the dealer provision information and desired to be sold together with the auction commodity by the personal dealer and then receives commodity selection information from the personal seller terminal transmitted thereto in response to the request;

said auction information transmission function placing the commodity selection information into the information to be transmitted to the participant terminal;

said auction function receiving purchase desired commodity information corresponding to the commodity selection information transmitted from said participant terminals together with the bidding information.

15 8. An auction system as claimed in claim 7, wherein the commodity selection information is information for selection of one commodity.

9. An auction system as claimed in claim 7, wherein said auction server further has a delivery information reception 20 storage function for receiving and storing distribution information of a predetermined distributor from a distributor terminal owned by said distributor and connected to said auction server through said network, and said auction information transmission function places and transmits the delivery information into and together with the information to be 25 transmitted to the participant terminal while said auction

function receives distributor designation information based on the delivery information from the participant terminal.

10. An auction system, comprising:

5 a plurality of personal seller terminals and a plurality of participant terminals; and

an auction server connected to said personal seller terminals and said participant terminals through a network;

10 said auction server having an auction information reception storage function for receiving and storing auction commodity information from said personal seller terminals, an auction information transmission function for transmitting the auction commodity information to any of said participant terminals in response to a request from the participant terminal, and an auction function for receiving bidding information from 15 said participant terminals based on the auction commodity information and determining a successful bidder based on the bidding information;

20 said auction server further having a dealer information reception storage function for transmitting the auction commodity information to a dealer terminal owned by a predetermined dealer and connected to said auction server through said network and receiving from said dealer terminal and storing dealer provision information including dealer commodity information which is information regarding a 25 commodity to be sold by said dealer, auction commodity designation information which designates one of the auction

commodities which said dealer hopes to be purchased together
with the dealer commodity and delivery charge information which
is information regarding the charge for delivery to be borne
by said dealer in place of the person who purchases the dealer
5 commodity;

said auction information transmission function placing
and transmitting the dealer provision information into and
together with the information to be transmitted to the
participant terminal.

10 11. An auction system as claimed in claim 10, wherein
the auction commodity designation information is information
which designates one of the auction commodities.

15 12. An auction system as claimed in claim 10, wherein
said auction server further has a delivery information reception
storage function for receiving and storing distribution
information of a predetermined distributor from a distributor
terminal owned by said distributor and connected to said auction
server through said network, and said auction information
transmission function places and transmits the delivery
20 information into and together with the information to be
transmitted to the participant terminal while said auction
function receives distributor designation information based
on the delivery information from the participant terminal.

25 13. An auction system, comprising:
a plurality of personal seller terminals and a plurality
of participant terminals;

an auction server connected to said personal seller terminals and said participant terminals through a network; and

said auction server having an auction information reception storage function for receiving and storing auction commodity information from said personal seller terminals, an auction information transmission function for transmitting the auction commodity information to any of said participant terminals in response to a request from the participant terminal, and an auction function for receiving bidding information from said participant terminals based on the auction commodity information and determining a successful bidder based on the bidding information;

a dealer terminal owned by a predetermined dealer and connected to said auction server through said network, said dealer terminal having a dealer information transmission function for transmitting dealer provision information including dealer commodity information which is information regarding a commodity to be sold by said dealer and delivery charge information which is information regarding the charge for delivery to be borne by said dealer in place of the person who purchases the dealer commodity to said auction server;

said auction server further having a dealer information reception storage function for receiving and storing the dealer provision information;

said auction information transmission function of said

auction server placing and transmitting the dealer provision information into and together with the information to be transmitted to the participant terminal;

each of said participant terminals having a bidding function for transmitting purchase desired commodity information corresponding to the dealer provision information to said auction server together with the bidding information;

said auction function of said auction server receiving the purchase desired commodity information corresponding to the dealer provision information transmitted from the participant terminal together with the bidding information.

14. An auction system as claimed in claim 13, further comprising a distributor terminal owned by a predetermined distributor and connected to said auction server through said network, and wherein said distributor terminal has a delivery information transmission function for transmitting delivery information of said distributor to said auction server and said auction server has a delivery information reception storage function for receiving and storing the delivery information from said distributor terminal, said auction information transmission function of said auction server placing and transmitting the delivery information into and together with the information to be transmitted to the participant terminal, said bidding function of the participant terminal transmitting distributor designation information based on the delivery information to said auction server together with the bidding

information and the purchase desired commodity information, said auction function of said auction server receiving the distributor designation information from the participant terminal.

5 15. An auction program for causing an auction server connected to a plurality of personal seller terminals, a plurality of participant terminals and a dealer terminal owned by a predetermined dealer through a network to execute:

10 an auction information reception storage process for receiving and storing auction commodity information from said personal seller terminals;

15 a dealer information reception storage process for receiving from said dealer terminal and storing dealer provision information including dealer commodity information which is information regarding a commodity to be sold by said dealer and delivery charge information which is information regarding the charge for delivery to be borne by said dealer in place of the person who purchases the dealer commodity;

20 an auction information transmission process for transmitting the auction commodity information and the dealer provision information to any of said participant terminals in response to a request from the participant terminal; and

25 an auction process for receiving bidding information from said participant terminals based on the auction commodity information and purchase desired commodity information and corresponding to the dealer provision information and

determining a successful bidder based on the bidding information.

16. A recording medium on which an auction program is stored, the auction program causing an auction server connected
5 to a plurality of personal seller terminals, a plurality of participant terminals and a dealer terminal owned by a predetermined dealer through a network to execute:

an auction information reception storage process for receiving and storing auction commodity information from said
10 personal seller terminals;

a dealer information reception storage process for receiving from said dealer terminal and storing dealer provision information including dealer commodity information which is information regarding a commodity to be sold by said dealer and delivery charge information which is information regarding the charge for delivery to be borne by said dealer in place
15 of the person who purchases the dealer commodity;

an auction information transmission process for transmitting the auction commodity information and the dealer provision information to any of said participant terminals in response to a request from the participant terminal; and
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an auction process for receiving bidding information from said participant terminals based on the auction commodity information and purchase desired commodity information corresponding to the dealer provision information and determining a successful bidder based on the bidding
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information.